MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

MME7113 PRINCIPLES OF MULTIMEDIA IN EDUCATIONAL TECHNOLOGY

25 SEPTEMBER 2019
10.00 a.m. – 12.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 1 page (excluding this cover page).

2. **ANSWER COMPULSORY QUESTION (1) AND CHOOSE TWO OUT OF THREE QUESTIONS NOT ALL**

3. Please write your answers in the Answer Booklet provided.

COMPULSORY QUESTION 1

(a) The educational field has always embrace the use of technology ever since the blackboard was invented. Explain why is it more necessary now for educators to include or embed technology into their teaching and learning. (12 points)

(b) The road to the first PC took several hundred years to achieve. Please describe four important inventions that have advanced the field that eventually led to the introduction of the first personal computer. (8 points)

CHOOSE TWO OUT OF THREE QUESTIONS NOT ALL

QUESTION 2

In recent years, we have embraced digital technology over analogue technology. Almost all of our devices today are based on digital technology and are widely used in our daily lives.

Describe how digital technology has replaced the analogue technology and what are the main advantages of digital technology that has led us to embrace it so willingly?
(20 points)

QUESTION 3

(a) The use of multimedia in teaching and learning has brought benefits to teaching and learning community. One of the most used media in multimedia is for visual communications. Describe the difference between computer graphics and digital images and explain both their advantages and disadvantages in using them in a multimedia application.
(12 points)

(b) The purpose of using compression is to allow us to manage storage hungry data in our computer. Describe the characteristics of two categories of compression and provide an example for each. (8 points)

QUESTION 4

(a) The field of design has been at the forefront of many inventions today. It has provided us with the value-added competitive advantage over our competitors. Design principles are therefore essential to understanding design. Explain five design principles and how they can be applied to create a well design aesthetics. (10 points)

(b) Colour is a very important design element that is used to attract attention of the viewer in many different ways. Explain what is colour and why colour is seen to be different on the computer screen and on printed paper. (10 points)

THE END